



CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 5.20.05

By: Laurie A. Torres

Laurie A. Torres

Mail Stop RCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.: 3450 : Group Art Unit: 2616
Appln. No.: 09/658,204 : Examiner: Usha Raman
Filing Date: 08 September 2000 : Att'y. Docket No.: T723-00

Title: Targeted Advertising Through Electronic Program Guide

AMENDMENT ACCOMPANYING RCE REQUEST

This paper is in response to the Final Office Action dated January 26, 2005. A Request for Continued Examination ("RCE") under 37 C.F.R. §1.114 is being filed herewith. This response is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to and including May 26, 2005.

Please amend the above-identified patent application, without prejudice, as follows: